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2nd floor  
Covina, California 91724  
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www.ecosconsulting.com

January 16, 2004

Paul Clanon  
Director, Energy Division  
California Public Utilities Commission  
505 Van Ness Ave.  
San Francisco, CA 94102-3298

**RE: CPUC Decision (D.) 03-08-067, in Rulemaking 01-08-028  
ENERGY STAR CFL Ethnic Grocery Program  
Proposal Numbers 1256-04 (SDG&E) and 1257-04 (SCE)**

Dear Mr. Clanon:

Ecos Consulting is herewith providing electronic copies of information that was also submitted in hard copy today. We provided hard copy and electronic submittals because we wanted to be sure you were able to view supporting graphic and audio-video materials addressing the issues identified in your letter.

Enclosed you will find the following:

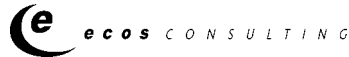
- Letter response to staff issues raised by Commission staff in your letter
- Letters of support from ethnic groceries
- Samples of the program's use of ethnic press including grocery store newspaper advertisements and a Chinese language TV news clip. The clip was included on the CD submitted with the hard copy and is also accessible via a hyperlink provided in the following response letter.
- Ecos Consulting's 2003 Third Quarter Program Report

Thank you for this opportunity to respond to staff concerns. This program deserved the high Primary Score. The response addresses the staff concerns and should elevate the Secondary Score.

If you have any questions about the information provided here, please contact me at (626) 915-2272.

Sincerely,

Therese Fisher  
Senior Program Manager



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ENERGY STAR CFL Ethnic Grocery Program  
Proposal Numbers 1256-04 (SDG&E) and 1257-04 (SCE)**

Dear Mr. Clanon,

Thank you for your recent letter explaining the Commission staff's concerns regarding our program proposal and for giving us an opportunity to provide additional information. This program deserved the high Primary Score it received. The response addresses staff concerns and should elevate the Secondary Score. We will first provide supplemental program background information that generally addresses staff concerns and then specifically respond to the five concerns raised in your letter.

### **Background**

Sea Palace Market started as a small store in Norwalk 20 years ago, and over the years it has expanded to two grocery stores. Mr. Chang is the single owner for both stores. He is a typical ethnic grocery store manager, born in Taiwan, who is bilingual in Chinese and English and works 10 hours a day, 6 days a week. Many of the employees that work in the store have very limited English-speaking capabilities. His first generation Chinese customers do not speak English. The cashier's native tongue is usually Chinese. The two stores have never stocked CFLs and never participated in an energy efficiency program. Mr. Chang initiated his involvement in the program with a CFL giveaway rather than selling them as a strategy to attract more shoppers to the store to buy more groceries. In his later promotions, he sold low-priced CFLs at a profit. Mr. Chang says, "The program has been a huge success for the store and for our customers".

The small ethnic grocery store is a community institution. It is the place where many non-English-speaking California rate payers meet and do their shopping. The stores are frequently

sole proprietorships owned locally and operated by owners, managers and staff who are not fluent English speakers. The customer base consists of non-English-speaking, Asians and Hispanics and frequently includes lower income families. These are customers who can truly benefit from energy savings but have not been exposed to the opportunity. These markets and customers have been untouched by the PGC-funded efficiency programs. CFLs are a low cost, highly cost-effective, easily installed measure that can be stocked in these small stores. They are the perfect vehicles for delivery of energy efficiency messages and savings to this customer segment.

In 2002-03, the launch of the Ethnic Grocery and Hardware Program brought CFLs and energy efficiency education to these markets for the first time. For the business owners, promoting CFLs has proven to be a valuable marketing tool for their businesses. Many early program participants are now efficiency converts who look forward to continuing the promotions they were able to offer in the first phase of this program. For a majority of their customers, this program is their first introduction to the potential for energy savings in their homes. Exposure through these markets and the ethnic media used by this program has provided a level of visibility and accessibility for PGC-funded efforts that did not exist before. The program, so successfully received in 2002-03, needs to maintain the existing relationships and extend its reach in 2004-05 so that the Flex Your Power message and energy savings get delivered equitably and appropriately to these hard-to-reach utility customers.

We have successfully demonstrated our ability to forge new relationships and expand the market for CFLs through our 2002-03 programs for ethnic grocery and rural hardware stores. The program achieved 150 percent of its savings goal within the compressed timeframe of the 2002-03 programs. The large potential benefits of our proposed program were recognized by the staff and reflected in the very high scores we received with respect to the primary criteria set forth in D.03-08-067. The program complemented and extended the reach of the utility programs and, through effective collaboration, we avoided any overlap.

Our proposed 2004-05 program, aimed at ethnic groceries, is designed to increase the awareness of energy efficiency by providing reduced price CFLs to these hard-to-reach customers as a vehicle for inspiring greater usage of energy efficient products and technologies. Introduction of easy-to-use, low entry cost products are the first step in educating consumers and sparking their demand for more information and energy efficient products. This is a particularly strategic market intervention, as neither these customers nor these retailers have been adequately reached through past utility program efforts.

By combining a reduced-price CFL with language-appropriate brochures and marketing of the Flex Your Power program, the Ethnic Grocery Program is going where utility programs have not gone before and educating customers that shop only at ethnic groceries, read only language-specific media, listen and watch only language-specific broadcasts. The utility programs are not providing the education and outreach that the Ethnic Grocery Program has specialized in for the past two years. Please note that our proposal describes how this program leverages and extends Flex Your Power and has received enthusiastic support from the Flex Your Power team.

This program has a strong constituency among the 319 ethnic grocers it currently serves (see testimonial letters attached), 90% of which have not participated in any utility programs. There is a strong case to be made for continuity with these market actors and the customers they serve. In 2004-05, the program will be extended to additional ethnic markets not served by current PGC-funded offerings.

## Responses to Specific Concerns

With that background, we would like to respond to the specific concerns cited in your letter. Items 1-5 below respond to the five bullets on the second page of your letter.

- **1. The proposed program will complement lighting programs offered by other providers.** According to the CPUC's recent order, SCE and SDG&E will be delivering upstream lighting incentive programs. These programs will allocate incentive funds to lighting manufacturers, who will then provide discounted lighting products to retailers. We agree that this type of low-cost upstream design is an efficient way to allocate a large sum of funds quickly and to push a significant quantity of products into high-volume retail stores. However, such programs are not well suited to penetrate smaller specialty retailers, especially those not experienced with utility programs. The utility programs do not provide retail staff training or appropriate language point of purchase (POP) materials. Samples of appropriate language POP materials were submitted with the hard copy proposal. The utility programs do not help retailers with promotions like the weekend sidewalk sale events and product demonstrations the Ethnic Grocery program performs. These programs also do not conduct outreach or advertising in the sometimes small, language-specific news periodicals or broadcasting outlets we have used extensively (see item 3 below). As described in our proposal, the Flex Your Power campaign will use this program to extend its reach to this sector. The Ethnic Grocery program is designed specifically to reach the small ethnic grocery retailer, and our unique portfolio of services (including in-person recruiting visits, ongoing store visits and employee training) is much needed and appreciated by these retailers (see attached letters of support). As noted in the introductory paragraph to this letter above, these markets and customers are not currently reached by the utility programs and have not seen the benefits of PGC-funded efforts to date. The 2004-05 program will deliver kWh savings, energy education and the Flex Your Power message to these hard-to-reach markets and communities.

In order to absolutely ensure that there is no overlap with planned utility upstream programs, we propose to divide potential ethnic grocery retailers into three categories based on their CFL market maturity, i.e., (1) larger and/or experienced retailers such as Ranch 99 Markets; (2) smaller/less experienced retailers who participated in the 2002-03 phase of the program; and (3) new grocery retailers that have yet to participate in a utility program.

While there has been virtually no overlap to date, to guarantee there is none in 2004-05, we would recommend a collaborative approach and a slight program redesign to confirm that the IOU's continue to focus their upstream efforts on the most mature, higher volume retailers, while the Ethnic Grocery program focuses on the other two categories that need the additional support our program delivers with proven effectiveness.

**2. There is a need to promote energy efficiency in ethnic grocery markets.** CFLs may have achieved some penetration (2-4%) and visibility in the English-speaking markets of Southern California, but for the target customers of this program, there has been little visibility beyond the achievements of this program over the past two years. These

consumers are considered hard-to-reach precisely because they do not utilize traditional media and require special efforts of communication in their own language and media. This program fills the gap left by more broadly targeted utility programs. Targeting ethnic grocery stores is an important and necessary program objective to ensure PGC funds provide benefits to hard-to-reach ethnic customers who might not otherwise be reached by other program efforts. In fact, market response during our current extension period, even with reduced incentives, has been robust, indicating that these markets are still hungry for the program's assistance. As noted above, CFLs are the ideal vehicle for delivery of efficiency and Flex Your Power messages in this market since they are a low cost, highly cost-effective, easily stocked and installed measure. In addition, though CFL market penetration in California has grown steadily in recent years, it is still a small fraction of total light bulb sales,<sup>1</sup> demonstrating that continued efforts in support of this technology are still warranted. CFLs are the most cost effective measure in the residential sector and are considered a major efficiency resource in California and in other regions with mature efficiency programs histories (like the Northwest and Northeast). They will continue to be an effective way to spend PGC funds for some time until they gain broader acceptance and much larger market penetration.

### **3. The proposed CFL program will be coordinated with local ethnic organizations.**

The program was designed as a retail-based, not a community-based, program, but the community involvement and engagement with ethnic media has been a strong component throughout the program.

During the initial launch of this program in 2002, we performed outreach to ethnic chambers of commerce (e.g., Vietnamese, Korean and Hispanic) and we maintain contacts at each. Like many small businesses, we found that few of the ethnic groceries were members of these organizations, and the organizations were not well suited to assist the program's mission.

Promotions that we help retailers design are frequently community events, including sidewalk sales, demos and promotions attached to holidays. The 2002-03 program hosted a booth at the Harvest Moon Festival, a multi-Asian cultural event, which included a bulb give-away and promotion opportunity for the participating retailers. Due to the success of this pilot community event, we will plan to do at least ten more of these types of events in the 2004-05 program.

Our outreach program has used the ethnic media significantly, including coverage and advertising in the following ethnic newspapers, television and radio stations:

Little Saigon News	Chinese Radio AM 1300
La Opinion	Chinese Radio AM 1600
Channel 18 KSCI-TV	Joogang Newspaper
Nguoi Viet Newspaper	Saigon Post
Little Saigon Radio	Spanish Radio KRCD- FM
Chinese Daily News	Spanish Radio KTNQ - FM
Hankook Newspaper	World Journal Chinese News

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<sup>1</sup> CFL penetration was at approx 5% in 2002 in the California market (2002 California Lamp Trends, Itron) falling off a peak of 8% during the 2001 electricity crisis. Penetration is much lower in the non-English speaking markets.

Spanish Radio AM 1040  
Viet Tide Newspaper  
Korea Times  
Korea Central Daily

Angkor Borei News  
Weekly Press  
Vietnamerican Weekly

We have attached samples of grocers' advertisements in ethnic media. In the support letters, grocers reveal how they learned about the program through ethnic media.



A video clip of Chinese language television coverage of the program is included on the CD that was submitted under separate cover and is also accessible via [this hyperlink](#). (Please note: this may take several moments to download.)

Though not specifically highlighted in our initial proposal, we intend to continue to work closely with appropriate community-based and ethnic organizations and media to reach new ethnic grocery retailers, and to better promote CFLs to ethnic customers. We will extend contacts with community-based organizations in the proposed program as we add more events and will partner with groups such as the 2,500-member Los Angeles Korean-American Grocery Association to extend our reach in the Korean markets.

**4. Past Ecos performance under CPUC-funded efforts has been successful.** Upon learning of CPUC concerns in this area from your letter, we immediately contacted the contract manager for the ENERGY STAR CFL Program for Small Hardware and Grocery Retailers. She confirmed that the reporting issues that occurred in the early part of the program were minor and had all been addressed as of our third Quarter 2003 report. (See attached report.) Our performance has in fact been exemplary, with the ethnic grocery program reaching 150% of its savings goal. Ecos has been recognized by SCE for our responsiveness and support for program evaluation work and audits. Our CPUC-funded program work for LiteWash in Southern California exceeded goals before the close of 2003 and our LiteVend program is on track to meet or exceed them by the end of the 2004 extension.

**5. The proposed program is a good use of limited PGC funds.** When funds are limited, the arguments for program like this one include: cost-effectiveness, focus on hard-to-reach populations; use of multiple languages; building on past successes and incorporating new ideas; the enormity of the remaining market for CFLs; and, perhaps most importantly, the Commission's emphasis on program continuity and stability of currently successful programs. As indicated before, we have attached letters from various program participants emphasizing the strong support for the program, the lack of penetration by this key efficiency measure in this market segment and the need for continuity.

The Ethnic Grocery Program meets the following goals stated in D.03-08-067 – maximized energy savings, strong cost effectiveness, equitable geographic distribution, diversity of target markets, diversity of program offerings and multiple languages.

We hope that based upon these additional considerations, the evidence of community involvement, use of community outreach vehicles and the support for the program demonstrated by the attached letters from ethnic grocers, the CPUC will reconsider the secondary ranking and continue this program based upon its very high primary score.

If you have any additional questions about the information provided in this letter, please contact me at (626) 915-2272.

Sincerely,

A handwritten signature in blue ink, appearing to read "Therese Fisher", with a stylized flourish at the end.

Therese Fisher  
Senior Program Manager

# **Letters of Support from Ethnic Grocers**



# 大和百貨 YAMATO

18725 E. Gale Avenue, Suite 120, City of Industry, CA 91748

TEL: (626) 820-0981 FAX: (626) 820-0983

January 15, 2004

Ecos Consulting  
927 S Village Oaks Drive  
2<sup>nd</sup> Floor  
Covina, CA

To Whom It May Concern:

This is written to support your company's Energy Star CFL Small Hardware and Grocery program.

Our store started to participate this quarter. We cater to mostly non english speaking Asian customers. I found out about your program when I saw an advertisement in the Chinese Daily News last year. I rushed to the Arcadia Supermarket store and bought around 10 CFLs.

Since we put a big display in the center isle a few days ago and we have sold around 300 CFL out of the 2000 that were shipped. Many of our customers asked a few questions like how long do they last? They really like the Chinese marketing cards and the huge poster.

Hopefully we can receive some more bulbs later on since we did not know about this earlier. We all had a great experience with this program.

Please feel to contact me if you have any further questions.

Yours truly,



Gina Hsu  
Manager

大和百貨  YAMATO

18725 E. Gale Ave., Suite 120  
City of Industry, CA 91748

  
GINA HSU  
MANAGER

TEL: (626) 820-0981

FAX: (626) 820-0983



15000 S CRENSHAW BLVD. GARDENA CA 90249

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Jan 14<sup>th</sup> 2003

To whom it may concern,

On behalf of KOA Market, I would like to say that we were happy with the Energy Star Light Program in 2003. We used the posters and information cards to educate our customers. We were able to do this because the Ecos Consulting Representative provided us with materials in Korean. Almost all of our customers speak Korean. Our customers really liked the product. Without a program like this, we could not offer our customers these products at the reduced price. We would participate in a program like this again if it is offered to us.

A handwritten signature in blue ink, appearing to read 'Sylvia Kim', enclosed within a large, stylized oval shape.

Sylvia Kim  
**Accounting Manager**

*Saigon Market*  
15705 S. Hawthorne Blvd.  
Lawndale, Ca. 90260



**Saigon Market**

Wholesale & Retail  
Beer & Wine  
Oriental Food & Seafood

15705 S. Hawthorne Blvd. #A  
Lawndale, CA 90260

Tel.: (310) 679-6873  
(310) 679-2661

January 14, 2004

Ecos Consulting  
927 S Village Oaks Drive  
2<sup>nd</sup> Floor  
Covina, CA 91724

Dear Sir or Madam,

I would like to express our enthusiasm for participating in the Energy Star Small Hardware and Grocery program,

Our small store serves mainly Vietnamese, Chinese and Spanish speaking customers who do not live close to a big supermarket. Our customers also consume ethnic foods.

The Field Representative were very knowledgeable and handed out cards and pens to reinforce the benefits of the CFLs.

The CFLs have been one of our many items that have sold very well at our store. Therefore we are very appreciative to have been included to participate in this program on three separate occasions. The dump bins and other marketing material that you have provided so we can prominently display the CFLs have contributed to the quick turnover.

Our store would be delighted to be included in any of your company's future programs.

Yours truly,

Tony Nguyen  
Manager



光華超級市場  
Arcadia Supermarket

645 W. DUARTE RD., ARCADIA, CA 91007  
TEL: (626) 447-6282 FAX: (626) 447-9082

January 14, 2004

Ecos Consulting  
927 S Village Oaks Drive  
2<sup>nd</sup> Floor  
Covina, CA

To Whom It May Concern:

I am writing to support your Energy Star CFL Small Hardware and Grocery Program.

Our store is located in an area that serves pockets of Asian American customers. Our customers really like the CFLs and were attracted to the colorful Chinese language point of purchase materials displayed on the end caps. Some have mentioned that in Singapore they only use CFLs in their homes to conserve electricity. We still have many customers asking for more after the promotion has ended.

The bilingual representative related to our employees and customers well. Everybody who was involved in implementing the program was very professional to deal with.

Please feel to contact me if you have any further questions.

Yours truly,

Shirley Yip  
Manager



光華超級市場  
Arcadia Supermarket

Shirley Yip

645 W. Duarte Rd.  
Arcadia, CA 91007

Tel: (626) 447 - 6282  
Fax: (626) 447 - 9082



**T & K FOOD WAREHOUSE, INC.**  
9681 BOLSA AVE.  
WESTMINSTER CA 92683

January 13, 2004

Ecos Consulting  
927 S Village Oaks Drive  
2<sup>nd</sup> Floor  
Covina, CA 91724

Dear Sir or Madam,

I am writing to support your Energy Star CFL Small Hardware and Grocery Program.

We advertised last year in Saigon Radio and Angkor Borei newspaper in order to promote the CFLs and attract customers to shop at our store. We are so happy with the response we received from our ethnic community customers with the CFLs. They were so pleased to be saving money on their electricity bills and not having to replace light bulbs so many times. Furthermore our store benefited from the increased sales from the extra number of shoppers.

Your employees were so helpful and spent a lot of time answering our questions and coordinating the various components of the program. We would only be too happy to participate in any future programs that would educate consumers to help save the environment.

Yours truly,

Andy Lin  
Manager

A handwritten signature in blue ink, appearing to read 'Andy Lin', with a large, stylized flourish extending from the bottom right.

January 14, 2004

Ecos Consulting  
927 S Village Oaks Drive  
2nd Floor  
Covina, CA 91724



Market World  
Super Mart

Terry Kim / 김병준  
Grocery Buyer / Supervisor  
Cell: (310) 628-5745

Hannam Chain U.S.A., Inc. dba Market World  
□ LOS ANGELES  
2740 W. OLYMPIC BL., L.A., CA 90006  
(213) 382-2922 / (213) 382-2913 (FAX)  
□ TORRANCE  
3030 W. SEPULVEDA BL. TORRANCE, CA 90505  
(310) 539-8899 / (310) 539-9523 (FAX)  
□ FULLERTON  
5301 BEACH BL. BUENA PARK, CA 90621  
(714) 736-5800 / (714) 736-5805 (FAX)  
□ GARDEN GROVE  
9772 GARDEN GROVE BL., G.G., CA 92844  
(714) 590-8408 / (714) 590-8403 (FAX)

Dear Sir or Madam,

This letter is written in support of your Energy Star CFL Small Hardware and Grocery Program.

Our company operates four Korean grocery stores in Southern California and we have Participated in your program on two separate occasions. I would like to let you know that a continued stream of Korean and other ethnic customers flocked to shop to our stores to buy the bulbs after they saw the flyers and other point of purchase materials. They all wanted to save energy and also money on their electricity bills.

We were extremely pleased that your company's representatives spent a lot of time explaining the benefits of the CFLs and program to our employees so they in turn can spread the energy conversation message to our ethnic community. Furthermore our store employees answered many questions from customers such as the equivalent CFL wattage to the incandescent bulb wattage.

Unfortunately we had more customers asking for the CFLs than we could provide. Thus we would be ecstatic for additional allocation of CFLs.

We would like to further express our appreciation to your company including us to participate in the Small Hardware and Grocery program. The continued extension of goodwill, education and changing buying behavior will contribute positively to the preservation of our society for our future generations.

Yours truly,

Terry Kim

Grocery Buyer / Supervisor



Market World  
Super Mart

Hannam Chain U.S.A., Inc. dba Market World

□ CORP. OFFICE : 3240 WILSHIRE BL. #571, L.A., CA 90010 (213) 739-3030 / (213) 739-3033 (FAX)  
□ LOS ANGELES : 2740 W. OLYMPIC BL., L.A., CA 90006 (213) 382-2922 / (213) 382-2913 (FAX)  
□ TORRANCE : 3030 W. SEPULVEDA BL., TORRANCE, CA 90505 (310) 539-8899 / (310) 539-9523 (FAX)  
□ FULLERTON : 5301 BEACH BLVD., BUENA PARK, CA 90621 (714) 736-5800 / (714) 736-5805 (FAX)



12979 Arroyo St  
San Fernando, CA 91340  
Tel: 818-898-0088  
Fax: 818-898-1189

January 14, 2004

To whom it may concern,

I would like to take this opportunity to say that our experience with the Energy Star Grocery Program was very positive. As a result of participating in the program, with our manufacturer partner Feit Electric, we were able to offer our customers the compact fluorescent light bulbs at a very attractive price.

We were pleased with the support and training provided by Ecos Consulting's Field staff. The POP they provided us with, in our participating stores, was in the language of our Spanish-speaking customers.

Normally, we would not likely be able to offer our customers this product at these prices. On behalf of Vallarta Supermarkets I can say that we would be happy to continue our participation support of a program that will help put high quality energy efficient products into the hands of our valued customers.

Sincerely,

Mark Montelongo  
Buyer  
Vallarta Supermarkets

**Samples of Grocery  
Print Advertisements  
Promoting CFLs  
in Ethnic Newspapers**





順發超級市場  
**SHUN FAT**  
**SUPERMARKET, INC.**

421 N. ATLANTIC BLVD. MONTEREY PARK, CA 91754

Tel: (626) 308-3998 - Fax: (626) 308-9072

**Đặc Biệt :**

Cuối tuần này vào ngày 4 và ngày 5 tháng 10/03.

Sẽ tặng 1 cái bóng đèn tiết kiệm điện FEIT ELECTRONIC,  
cho mỗi khách hàng mua trên \$20 cho 3,000 khách hàng  
đến trước.

\* Free FEIT ELECTRONIC light bulb for 3,000 customers  
purchase over \$20 + up.

**SHUN FAT Kính Mời**

# HIỆP THÀNH

## SUPERMARKET

(909) 884-4800

822 N WATERMAN, SAN BERNARDINO, CA 92410

RECEIVED

131 02 210

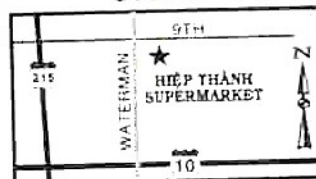


**ĐẶC BIỆT:**  
Mua Cá Được  
Làm Sạch và  
Chiên Cá  
Miễn Phí

**Bán Đầy Đủ Các Loại Thực Phẩm Á Châu**  
**Hải Sản: Tôm, Cua, Cá Sống**  
**Bơ Lội Trong Hồ và Đông Lạnh, Thịt,**  
**Rau, Trái Cây Tươi, Hàng Khô Đủ Loại.**

*Nhận: Visa, Master Card, ATM, Food Stamps, Đổi  
Check Welfare và SSI, Wholesale cho Nhà Hàng*

**Mở cửa:**  
**7 NGÀY TRONG TUẦN**  
**9:00AM-8:00PM**



(ENERGY STAR® LIGHT BULBS  
ARE FREE WITH PURCHASES  
OF \$20 OR MORE OR  
ARE \$.99 EACH)

Bạn có thể tiết kiệm tiền bằng việc sử dụng những bóng đèn huỳnh quang nhỏ gọn đạt tiêu chuẩn ENERGY STAR® (CFLs). CFLs tiêu thụ tối đa 75% điện ít hơn những bóng đèn bình thường và có tuổi thọ lên đến 5 năm. Hãy tìm kiếm biểu tượng ENERGY STAR® khi mua CFLs.





**BOSS**  
NUOVO BOSS

# 宏天視學眼科中心

華人總代理



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近視矯正後者

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\$499 per eye  
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免諮詢

**\$99 (免費)** 贈送鏡框  
隱形眼鏡員一送一  
(Daily Wear) **\$99**  
包括:  
驗光

Includes UV Protection, Scratch-Resistant Coatings  
(度數 1.00 至 2.00 D in both eyes)  
Includes UV Protection, Scratch-Resistant Coatings  
(度數 1.00 至 2.00 D in both eyes)

## 夷超級市場 XII SUPERMARKET

Valley Blvd., San Gabriel, CA 91776

Tel: **626-307-0062**

## 促銷 CFL 省電燈泡

購買省電燈泡每個只需**\$0.99元**  
一次限購10個,售完為止。



力矯正



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고 성실한 캐쉬어 급구



ONE STOP  
SHOPPING CENTER  
KOREA PLAZA

이리랑수퍼마켓  
A.R. SUPER MARKET



주방나라

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第二天準  
後吃莖，到頭來一夏天總是有，  
但買不了幾回葱。  
待到秋天降霜後，菜園子真可謂一  
片蕭瑟，唯有葱風度依舊，綠綠兩行  
一直要長到地凍硬了、雪鋪滿了爲  
止，剩下幾棵凍住拔不動，留到地裡  
不顯眼，到了春天竟也長出帶著淺黃  
的綠葉——該是吃「楊家蔥」的時節  
了。  
先吃葉子

芳華集

◎方芳

## 漂亮小孩

●帶孩子出門，經常見不認識的洋  
老先生、老太太誇獎：「好漂亮的小  
孩子！你是他媽媽？他眼睛好大好有  
神。」然後再加上一句：「他父親一  
定很帥吧？」這時我心裡一定想：  
「這是不是暗示，媽媽不漂  
亮？」

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# **2003 Third Quarter Program Report**

**PY 2002 - 2003 CPUC Energy Efficiency Programs  
Quarterly Reports Narrative Template**

Program Implementer Name:	Ecos Consulting, Inc.
Program Title:	ENERGY STAR® CFL Program for Small Hardware and Grocery Retailers
Program Reference Number:	258BC-02
Quarter:	3rd – 2003
Period Covered by this Report:	7/01/03 to 9/30/03

## Section I. Program Overview

The ENERGY STAR® CFL Program for Small Hardware and Grocery Retailers (Program) is designed to increase the sales of ENERGY STAR qualified compact fluorescent lamps (CFLs) in small hardware and grocery stores which have been underrepresented in past utility programs. The Program targets hard-to-reach residential customers by concentrating Program activities on rural hardware stores and ethnic grocery markets that serve non-English speaking customer in the Southern California Edison (SCE) and San Diego Gas & Electric (SDG&E) service territories.

The Program provides flexible incentives to eligible hardware and grocery stores that can be used to reduce retail prices and conduct consumer marketing activities. Targeted point-of-purchase educational materials in Spanish, Chinese, Vietnamese, and Korean will be installed in participating stores to educate non-native English speaking customers about the benefits of ENERGY STAR CFLs.

## Section II. Program Summary Data

### 1. Program Expenditures

The table below contains a summary of program expenditures for 3rd Quarter 2003 activity.

**Table 1a – 3<sup>rd</sup> Quarter - 2003 Expenditures**

Labor				SCE	SDG&E	Total
	A - Planning/Design/Mgmt			22,839.94	10,259.06	33,099.00
	B - Mgmt/Supervision			36,335.37	28,072.63	64,408.00
	C - Clerical			959.28	404.72	1,364.00
	D - Implementation			124,971.41	35,989.09	160,960.50
Total Labor				185,105.99	74,725.51	259,831.50
Travel & Mileage				5,318.42	2,102.20	7,420.62



Materials & Handling				3,165.63	1,083.23	4,248.86
EM&V Expenses				5,967.93	2,139.57	8,107.50
Incentive Payments				653,960.00	137,500.00	791,460.00
<b>TOTALS</b>				<b>853,517.97</b>	<b>217,550.51</b>	<b>1,071,068.48</b>
Total Expenditures in the Quarter (Excluding EM&V):				847,550.04	215,410.94	1,062,960.98

Table 1b – 3<sup>rd</sup> Quarter - 2003 Payment History

Data covers activity of:		Qtr 3, 2003		
Date	Check #	SCE	SDG&E	Comment
7/31/2003	2176845	406,200.00		Committed Funds Payment
7/31/2003	2176845		90,900.00	Committed Funds Payment
8/19/2003	2189184	155,000.00		Committed Funds Payment
<b>Totals for Quarter 3:</b>		<b>561,200.00</b>	<b>90,900.00</b>	
Data covers activity of:		Payments prior to Qtr 3, 2003		
Date	Check #	SCE	SDG&E	Comment
6/23/2003	2153159	598,960.00		Committed Funds Payment
6/16/2003	2151265	650,555.00		Committed Funds Payment
6/16/2003	2151265		80,395.00	Committed Funds Payment
6/13/2003		426,313.77		Quarterly Payment
6/13/2003			151,571.77	Quarterly Payment
5/12/2003	2131012		140,772.70	EM&V Contract Payment
5/12/2003	2131012	392,659.30		EM&V Contract Payment
8/13/2002	15	983,801.00		Original Payment
8/13/2002	14		349,781.00	Original Payment
<b>Total Payments to Date:</b>		<b>3,613,489.07</b>	<b>813,420.47</b>	

## 2. Energy Savings and Demand Reduction

As of this quarter, Ecos Consulting is updating its reporting of energy savings. We are reporting each type of CFL, quantities, and corresponding kWh and kW savings for rebates that have been paid. We have gone back to the beginning of the program and have adjusted numbers for the quarters to reflect the actual number of units for which rebates have been paid and activities completed to be consistent with the PIP Workbook. The updated information for the previous quarters can be found in Attachment 1.

For the current (3<sup>rd</sup>) quarter, energy savings reductions achieved by paid rebates and completed activities for both the SCE and SDG&E service territories total over 7.6M kWh and over 2,200 kW based on PIP methodology. The Program utilizes a net to gross ratio of .80 and kW savings are calculated non-coincident demand. Tables 2a and 2b provide detail for 3<sup>rd</sup> Quarter energy savings for both SCE and SDG&E territories respectively. Tables 2c and 2d provide Program to Date (PTD) for both territories as well. Table 2e shows where the total program stands against our energy savings goal for both territories.

**Table 2a – SCE 3<sup>rd</sup> Quarter 2003 Energy Savings for shipped and paid units only - based on PIP methodology**

Measure	Units Shipped (Paid)	Net kWh/Unit	Total Net kWh	Peak kW/Unit Savings	Total Net kW
CFL - 14 watt	23,616	46.4	1,095,782	0.0139	328
CFL - 15 watt	22,130	45.4	1,004,702	0.0136	301
CFL - 16 watt	0	44.4	0	0.0133	0
CFL-18 watt	0	57.5	0	0.0172	0
CFL – 20 watt	30,230	55.5	1,677,765	0.0166	502
CFL – 23 watt	15,230	77.7	1,183,371	0.0233	355
CFL - 25 watt	17,550	75.7	1,328,535	0.0227	398
CFL - 26 watt	0	74.7	0	0.0224	0
<b>Total</b>	<b>108,756</b>		<b>6,290,155</b>		<b>1,884</b>

**Table 2b – SDG&E 3<sup>d</sup> Quarter 2003 Energy Savings for shipped and paid units only - based on PIP methodology**

Measure	Units Shipped (Paid)	Net kWh/Unit	Total Net kWh	Peak kW/Unit Savings	Total Net kW
CFL - 14 watt	0	46.4	0	0.0139	0
CFL - 15 watt	11,146	45.4	506,028	0.0136	152
CFL - 16 watt	0	44.4	0	0.0133	0
CFL-18 watt	0	57.5	0	0.0172	0
CFL – 20 watt	13,652	55.5	757,686	0.0166	227
CFL – 23 watt	5,951	77.7	462,393	0.0233	139
CFL - 25 watt	10,251	75.7	776,001	0.0227	233
CFL - 26 watt	500	74.7	37,350	0.0224	11
<b>Total</b>	<b>41,500</b>		<b>2,539,458</b>		<b>761</b>

**Table 2c – SCE - PTD Energy Savings for shipped and paid units only - based on PIP methodology**

Measure	Units Shipped (Paid)	Net kWh/Unit	Total Net kWh	Peak kW/Unit Savings	Total Net kW
CFL - 14 watt	40,272	46.4	1,868,621	0.0139	560
CFL - 15 watt	237,879	45.4	10,799,707	0.0136	3,235
CFL - 16 watt	3,520	44.4	156,288	0.0133	47
CFL-18 watt	11,090	57.5	637,675	0.0172	191
CFL – 20 watt	77,783	55.5	4,316,957	0.0166	1,291
CFL – 23 watt	69,562	77.7	5,404,967	0.0233	1,621
CFL - 25 watt	38,974	75.7	2,950,332	0.0227	885
CFL - 26 watt	400	74.7	29,880	0.0224	9
<b>Total</b>	<b>479,480</b>		<b>26,164,426</b>		<b>7,838</b>

**Table 2d – SDG&E - PTD Energy Savings for shipped and paid units only - based on PIP methodology**

<b>Measure</b>	<b>Units Shipped (Paid)</b>	<b>Net kWh/Unit</b>	<b>Total Net kWh</b>	<b>Peak kW/Unit Savings</b>	<b>Total Net kW</b>
CFL – 14 watt	3,312	46.4	153,677	0.0139	46
CFL – 15 watt	43,050	45.4	1,954,470	0.0136	585
CFL – 16 watt	280	44.4	12,432	0.0133	4
CFL-18 watt	80	57.5	4,600	0.0172	1
CFL – 20 watt	32,942	55.5	1,828,281	0.0166	547
CFL – 23 watt	21,671	77.7	1,683,837	0.0233	505
CFL – 25 watt	21,037	75.7	1,592,501	0.0227	478
CFL – 26 watt	1,190	74.7	88,893	0.0224	27
<b>Total</b>	<b>123,562</b>		<b>7,318,690</b>		<b>2,193</b>

**Table 2e - PTD Energy Savings to % Goal**

<b>Utility</b>	<b>Net kWh Savings</b>	<b>% of Goal</b>	<b>kW Savings</b>	<b>% of Goal</b>
SCE	26,164,426	114.9%	7,838	92%
SDG&E	7,318,690	98.9%	2,193	79.2%
<b>Totals</b>	<b>33,483,116</b>	<b>111%</b>	<b>10,031</b>	<b>88.9%</b>

Commitments for the 3<sup>rd</sup> Quarter are provided in Tables 2f and 2g for SCE and SDG&E respectively. We elected to provide these in separate tables and not include the potential energy savings in the quarterly and PTD numbers above. We based this decision on program history, where we feel there is too much uncertainty in the numbers until all program activities (including invoice processing) are completed. The actual shipped and paid numbers for the 3<sup>rd</sup> Quarter will be updated in the next report.

**Table 2f – SCE 3<sup>rd</sup> Quarter Commitments**

Measure	Units Committed	Net kWh/Unit	Total Net kWh	Peak kW/Unit Savings	Total Net kW
CFL - 14 watt	0	46.4	0	0.0139	0
CFL - 15 watt	70,163	45.4	3,185,400	0.0136	954
CFL - 16 watt	0	44.4	0	0.0133	0
CFL-18 watt	0	57.5	0	0.0172	0
CFL – 20 watt	15,170	55.5	841,935	0.0166	252
CFL – 23 watt	18,170	77.7	1,411,809	0.0233	423
CFL - 25 watt	1,500	75.7	113,550	0.0227	34
CFL - 26 watt	0	74.7	0	0.0224	0
<b>Total</b>	<b>105,003</b>		<b>5,552,694</b>		<b>1,663</b>

**Table 2g – SDG&E 3<sup>rd</sup> Quarter Commitments**

Measure	Units Committed	Net kWh/Unit	Total Net kWh	Peak kW/Unit Savings	Total Net kW
CFL - 14 watt	0	46.4	0	0.0139	0
CFL - 15 watt	16,550	45.4	751,370	0.0136	225
CFL - 16 watt	0	44.4	0	0.0133	0
CFL-18 watt	0	57.5	0	0.0172	0
CFL – 20 watt	2,350	55.5	130,425	0.0166	39
CFL – 23 watt	4,200	77.7	326,340	0.0233	98
CFL - 25 watt	700	75.7	52,990	0.0227	16
CFL - 26 watt	0	74.7	0	0.0224	0
<b>Total</b>	<b>23,800</b>		<b>1,261,125</b>		<b>378</b>

Per the request of SCE, Ecos is also providing the program results for this section using SCE's methodology (3-to-1 ratio) in Attachment 2. This information is being provided as a courtesy to assist in the comparison of data. Because PG&E has already adopted the "4-to-1" rule that our PIP is based upon, it is anticipated that SCE will follow in the coming year.

### 3. Program Funds Percentage Goal

One of the Program goals is to award at least 60% of program incentive funds to rural hardware and ethnic grocery markets. A summary of distribution of allotments by channel for the Program to date is referenced in Table 3, below.

**Table 3 - PTD Funds Distribution**

<b>Ethnic Grocery</b>	<b>Grocery</b>	<b>Rural Hardware</b>	<b>Hardware</b>	<b>Total Dollars Allotted</b>	<b>% of Goal</b>
\$2,538,805	\$12,900	\$394,050	\$89,000	\$3,034,755	96%

### 4. Unit Count

Shipping activity during the third quarter progressed at an excellent pace. Allotments were approved in the 3<sup>rd</sup> Quarter for 23 projects and nine manufacturers combined to ship over 131,056 units.

Please see Attachment 3 – Manufacturer Shipped Report for an overview of activity by manufacturer during the third quarter of 2003. Shipment information is based on invoice documentation received and deemed accurate during the 3<sup>rd</sup> Quarter. Following are the unit activity totals as invoiced, by service territory:

**Table 4 - Unit Count**

<b>CFL Units</b>	<b>SCE</b>	<b>SDGE</b>	<b>Total</b>
3rd Quarter Units Shipped and Paid	108,756	22,300	<b>131,056</b>
PTD Units Shipped and Paid	479,480	123,562	<b>603,042</b>

### 5. Rebate and Direct Install Program Summary

Section does not apply.

### 6. Audits/Site Surveys

Section does not apply.

## 7. Training

There were a total of 54 training sessions conducted during the 3<sup>rd</sup> Quarter. The training efforts have proven to portray the Program in the stores in a positive manner. Once a store employee has gained the necessary knowledge about CFLs and information about the Program itself, it is much easier to move forward with the other aspects of the program. Becoming familiar with the store staff makes it easier to negotiate merchandise space and to deal with outreach issues. The duration of the promotion (or product in stores) in most cases is short lived. It is imperative that the stores gain the necessary training and familiarization of the programs' other aspects. The stores that chose the training option knew what to expect, such as shipping dates, product positioning information and outreach coordination (store circular or print ads).

To sum up the training activities in the 3<sup>rd</sup> Quarter, they can be described as a tri-lingual success story. This is the first time during this program that the Ecos Consulting Field Staff offered trainings to store employees in three different languages (Cantonese, English and Spanish). The result of this information has a trickle down effect. The information goes from one employee to the next, which eventually leads to the customer, who hears about the program in their primary language. The combination of properly placed POP that relates to the education provided, gives the program a unique appeal and serves as a reminder to the community that this is a special program.

**Table 5 – 3<sup>rd</sup> Quarter Training Summary**

<b>Primary Store Language</b>	<b># Employees Receiving Training</b>	<b># of Stores</b>	<b>Training Language</b>	<b>Utility</b>
Chinese (Cantonese)	18 (12 in Cantonese)	4	Cantonese and English	SCE, SDG&E
English	5	1	English	SCE, SDG&E
Korean	25	4	English	SCE
Spanish	108 (11 in Spanish)	16	Spanish and English	SCE, SDG&E
Vietnamese	8	2	English	SCE, SDG&E
<b>Totals:</b>	<b>164</b>	<b>27</b>	<b>Cantonese, English and Spanish</b>	<b>SCE, SDG&amp;E</b>

## 8. Marketing

Marketing activities for the 3<sup>rd</sup> Quarter included the development of wobblers, shelf talkers, and posters in anticipation of our plans to outreach in the Asian Indian and Filipino ethnic grocers. No quantities have been produced at this time. Please see Attachment 4, Ad Templates.

## Section III. Customer Summary Data

### 1. Customer Count

To date, the Hardware and Grocery program has put CFLs on the shelves of over 285 retail stores since the program began in 2002, with approximately 12% of incentive funds going to the rural hardware stores and 71% to the ethnic grocery markets. Of the ethnic grocery segment, the funds were divided as follows: 60% for Hispanic stores, 23% for Chinese stores, 10% for Korean stores, and 7% for Vietnamese stores.

### 2. Customer Enrollment

Attachment 5, Participating Retailer List contains the total number of participating retailers in the SCE and SDG&E service territories. Attachment 6 contains the approved Reservation Request Forms for the 3<sup>rd</sup> Quarter 2003.

### 3. Customer Details

Program retail customers are not being tracked and certain assumptions have been made regarding their classification based upon shopping habits. It is assumed that retail customers in rural areas are rural residential customers. It is assumed that ethnic grocery customers are of the appropriate target ethnic group and are purchasing Program CFLs for residential use. It is assumed that those ethnic customers are of average income and live in a range of housing types.

- Customer Language Preference<sup>1</sup>
  - Chinese 157,620 Units
  - Vietnamese 56,432 Units
  - Korean 62,381 Units
  - Spanish 358,716 Units
- Structural Category
  - Assumed to be residential
- Customer Income Level
  - Assumed to be moderate

---

<sup>1</sup> PTD, based on allotted units for both SCE and SDG&E territories



- Housing Type
  - Assumed to be all types
- Rural
  - Attachment 3 shows rural and non-rural retailers in the 3<sup>rd</sup> Quarter
- Business with less than 10 employees
  - Not applicable, non-business program
- Very Small Business
  - Not applicable, non-business program
- Business Leased Space
  - Not applicable, non-business program
- Any other characteristics
  - No other characteristics

#### 4. Hard to Reach

Activities in the Rural Hardware segment continued to be curtailed in the 3<sup>rd</sup> Quarter. Reports from SCE indicate that it will be possible for renewed efforts in this market to commence during the 4<sup>th</sup> Quarter. SDG&E has indicated that it will most likely not be possible for any further program activities in the Rural Hardware segment of their territory.

### Section IV. Program Implementation Status

#### 1. Status of Program Delivery

The focus of efforts continues to be Ethnic Grocery in both territories. We have been given clearance to allot some units into Rural Hardware in SCE territory but SDG&E has not achieved their program goals for the year, so we are restricting hardware allotments to SCE territory only. To date, the Hardware and Grocery program has put CFLs on the shelves of over 285 retail stores since the program began in 2002.

#### Reservation Requests

As the program moves towards its conclusion, very few new requests are being received and the bulk of the allotments in the 4<sup>th</sup> Quarter will be stores who were previous participants from 2002.

**Table 6a – 3<sup>rd</sup> Quarter Reservation Request Summary – SCE Territory**

Channel	Quantity
Ethnic Grocery	
- Spanish	7
- Korean	2
- Vietnamese	6
- Chinese	7

- Other	0
Grocery	0
Hardware	0
Rural Hardware	4
<b>Total Reservation Requests</b>	<b>26</b>

**Table 6b – 3<sup>rd</sup> Quarter Reservation Request Summary - SDG&E Territory**

<b>Channel</b>	<b>Quantity</b>
Ethnic Grocery	
- Spanish	8
- Korean	0
- Vietnamese	6
- Chinese	1
Grocery	0
Hardware	0
Rural Hardware	0
<b>Total Reservation Requests</b>	<b>15</b>

**Project Approval**

A total of 23 projects were approved in the SCE service territory and 22 in SDG&E service territory. Table 7 identifies the breakdown of approved projects for both territories, along with the total number of stores. Copies of the approved projects can be found in Attachment 6.

**Table 7 – Projects Approved in 3<sup>rd</sup> Quarter 2003 by Channel and Language**

<b>Channel</b>	<b>SCE</b>		<b>SDG&amp;E</b>	
	<b># Projects</b>	<b>#Stores</b>	<b># Projects</b>	<b># Stores</b>
Rural Hardware	0	0	0	0
Hardware	0	0	0	0
Grocery (non ethnic)	0	0	0	0
Hispanic	10	48	12	16
Korean	2	2	1	1
Vietnamese	6	6	3	3
Chinese	5	5	6	6
<b>Totals</b>	<b>23</b>	<b>61</b>	<b>22</b>	<b>26</b>

Unit Allotments

As a result of the approved projects, a total of 167,803 units were allotted across both SCE and SDG&E service territories. Table 8 below summarizes allocations for the 3<sup>rd</sup> Quarter by channel and Tables 9 and 10 summarize allotments by wattage.

**Table 8 – 3<sup>rd</sup> Quarter 2003 Allotments and PTD Total**

Type of Retail Channel	Units Allotted SCE	Units Allotted SDG&E	3 <sup>rd</sup> Quarter 2003 Total	Overall PTD Total
Hardware	0	0	0	89,000
Rural Hardware	0	0	0	394,050
Grocery	0	0	0	12,900
Ethnic Grocery	114,003	53,800	167,803	2,538,805
<b>TOTAL</b>	<b>114,003</b>	<b>53,800</b>	<b>167,803</b>	<b>3,034,755</b>

**Table 9 – 3<sup>rd</sup> Quarter Allotment Summary by CFL Wattage – SCE Territory**

Channel	14W	15W	20W	23W	25W	Totals
Hardware	0	0	0	0	0	0
Rural Hardware	0	0	0	0	0	0
Grocery	0	0	0	0	0	0
Ethnic Grocery	0	75,163	17,170	20,170	1,500	114,003
<b>TOTAL</b>	<b>0</b>	<b>75,163</b>	<b>17,170</b>	<b>20,170</b>	<b>1,500</b>	<b>114,003</b>

**Table 10 – 3<sup>rd</sup> Quarter Allotment Summary by CFL Wattage – SDG&E Territory**

Channel	14W	15W	20W	23W	25W	Totals
Hardware	0	0	0	0	0	0
Rural Hardware	0	0	0	0	0	0
Grocery	0	0	0	0	0	0
Ethnic Grocery	0	23,698	12,501	10,151	7,450	53,800
<b>TOTAL</b>	<b>0</b>	<b>23,698</b>	<b>12,501</b>	<b>10,151</b>	<b>7,450</b>	<b>53,800</b>

### Invoice Summary

Please see Attachment 7 – Invoice Summary Reports, for a thorough representation of invoices that have been sent for payment during the 3<sup>rd</sup> Quarter. Only invoices that have been deemed accurate with all supporting proof of performance documentation and were ready for payment are reflected in the reports.

**Table 11 – 3<sup>rd</sup> Quarter Invoice Summary - SCE & SDG&E Territories**

<b>Manufacturer</b>	<b>Utility Region</b>	<b>Total Units</b>	<b>Total Dollars</b>	<b># of Stores</b>	<b>Date Pkg Sent for Payment</b>
Greenlite	SCE	19,992	\$49,980	14	07/02/03
Utility Refunds	SDG&E	10,500	\$52,500	3	07/11/03
Greenlite	SCE	80,000	\$200,000	12	07/24/03
Greenlite	SDG&E	1,000	\$5,000	1	08/05/03
Greenlite	SCE	3,000	\$15,000	1	08/05/03
Sunpark	SCE	2,100	\$10,500	1	08/05/03
Sunpark	SCE	1,620	\$8,100	1	08/05/03
Sunpark	SCE	1,620	\$8,100	1	08/05/03
Nedco	SCE	9,000	\$45,000	3	08/05/03
Utility Refunds	SCE	1,800	\$ 9,000	1	08/15/03
Utility Refunds	SCE	2,000	\$10,000	1	08/15/03
Utility Refunds	SCE	18,000	\$90,000	10	08/15/03
Light Wave	SCE	3,000	\$15,000	1	08/22/03
Sunpark	SCE	3,000	\$15,000	1	08/22/03
Sunpark	SCE	2,100	\$10,500	1	08/22/03
Sunpark	SCE	4,000	\$20,000	1	08/22/03
Sunpark	SCE	3,000	\$15,000	1	08/22/03
Lights of Amer	SCE	6,912	\$17,280	4	09/02/03
Light Wave	SCE	6,000	\$30,000	2	09/02/03
Sunpark	SCE	6,000	\$30,000	3	09/04/03
Sunpark	SCE	900	\$ 4,500	1	09/04/03
Sunpark	SCE	3,000	\$15,000	1	09/04/03
USPAR	SCE	1,200	\$6,000	2	09/10/03
<b>TOTAL</b>		<b>279,248</b>	<b>\$986,140</b>		

### Participating Stores

The following tables provide a summary of participating stores by retail channel and by ethnicity during the 3<sup>rd</sup> Quarter. Participating stores are defined as having CFL units and POS on display during the 3<sup>rd</sup> Quarter. Attachment 5 - Participating Retailer List, provides a comprehensive list of all participating retailers in the 3<sup>rd</sup> Quarter.

**Table 12 - 3<sup>rd</sup> Quarter Participating Stores by Retail Channel**

<b>Retail Channel</b>	<b>SCE</b>	<b>SDG&amp;E</b>	<b>Total</b>
Hardware	0	0	0
Rural Hardware	0	0	0
Grocery	1	0	1
Ethnic Grocery			
Chinese	5	5	10
Hispanic	20	9	29
Korean	9	1	10
Vietnamese	3	1	4
<b>TOTAL</b>	<b>38</b>	<b>16</b>	<b>54</b>

**Direct Implementation Activities -**

Ecos Field Staff kept busy in the 3<sup>rd</sup> Quarter working to expand the retailer involvement in Program outreach activities. Radio advertisements and television advertisements were increased; and plans have been made for more of these types of activities. One project chose to purchase booth space at a large Asian multicultural festival to distribute CFLs and promote a local ethnic grocery store. Over 1200 pieces of POS were placed at participating stores during the 3<sup>rd</sup> Quarter.

**Table 13 - 3<sup>rd</sup> Quarter POS Placement**

<b>POS Type</b>	<b>SCE</b>	<b>SDG&amp;E</b>	<b>Total</b>
Spanish Shelf Talker	205	34	239
Spanish Wobbler	180	37	217
Korean Shelf Talker	67	12	79
Korean Wobbler	38	10	48
Chinese Shelf Talker	34	12	46
Chinese Wobbler	53	10	63
Vietnamese Shelf Talker	12	10	22
Vietnamese Wobbler	12	11	23
English Shelf Talker	254	17	271
English Wobbler	238	12	250
Other POS:			
<b>Total POS Placed</b>	<b>1,093</b>	<b>165</b>	<b>1,258</b>

**Table 14 - Project Advertisements featuring ENERGY STAR CFLs in the 3<sup>rd</sup> Quarter**

<b>Ad Type</b>	<b>SCE</b>	<b>SDG&amp;E</b>	<b>Total</b>
Program Ad Template	18	0	18
Circular Ads	18	14	32
Radio Ads w/Program Script	3	0	3
TV Ads	1		1
<b>TOTAL</b>	<b>40</b>	<b>14</b>	<b>54</b>

**Table 15 - Field Staff Retailer Visits in 3<sup>rd</sup> Quarter**

<b>Utility</b>	<b>Rural Hardware</b>	<b>Hardware</b>	<b>Grocery</b>	<b>Ethnic Grocery</b>	<b>Totals</b>
SCE	7	0	0	278	285
SDG&E	0	0	0	136	136
<b>Totals</b>	<b>7</b>	<b>0</b>	<b>0</b>	<b>414</b>	<b>421</b>

**EM&V Activities**

In the 3<sup>rd</sup> Quarter, Quantec completed a second round of on-site surveys with participating Retailers. Nine surveys were completed.

Quantec's intention in adding an additional round of on-site surveys was to try and contact the retailers while the program promotion was ongoing. In the first round of surveys, the on-site visit occurred long after the CFL promotion, so Quantec staff had difficulty completing surveys due to staff turnover and could not determine how the products were promoted. Thus, Quantec requested a list of active retailers from Ecos and sampled from this list for the second round. However, when the surveys were started, it was found that, especially in the San Diego area, bulb shipments had been delayed so no promotion had yet occurred. Quantec field staff spent two days visiting these stores with no completed surveys. After checking with Ecos, it was determined that the stores in the Los Angeles area were, indeed, actively promoting the CFLs (i.e., had received shipments). Over the two following days, Quantec field staff was able to complete 9 (of the 15 expected for round two) surveys. Quantec anticipates making up this difference in the final round of on-site surveys in the 4<sup>th</sup> Quarter.

**2. Program Accomplishments****Rebate Processing Turn-Around Time**

The amount of time to for payment of rebates on completed projects has held steady at approximately 2 weeks from the date the project is deemed complete and sent for payment to the date that checks are cut for the rebate amounts.

**Retailer Perception**

For approximately one year now, the Hardware and Grocery Program has continuously broken new ground and changed the perception of ethnic grocery retailers with regard to Utility/State Programs. Most of the retailers of this Program have never participated in any of these types of programs and were very suspicious of them initially. The diligence of our Field Team and prompt payment of incentives have won most of these retailers over and as they watched CFLs fly off their

shelves, they became true believers in the power of energy efficiency and the integrity of programs like Hardware and Grocery.

### **3. Program Challenges**

There were no notable Program challenges faced during the 3<sup>rd</sup> Quarter

### **4. Customer Disputes**

There were no customer disputes to report for the first quarter

### **5. Compliance Items**

Ecos continued to work with SCE IOU Representative Richard Greenburg on refinements to the reporting structure. Additionally, there has been constant communication with IOU Representatives in both SCE and SDG&E regarding Program involvement in rural hardware markets and IOU program status.

## **Section V. Additional Items**

There were three expenditures that exceeded \$500 during the first quarter. These items are supported with backup documentation in Attachment 8 - Back-up Documentation. Attachment 9 contains the expenditures for the 3<sup>rd</sup> Quarter 2003.

Ecos submitted an application for a no-cost time extension for this program to the CPUC in September. Although we will achieve our goals without the extension, we will have remaining funds that we want to transfer into additional incentives and labor in order to garner additional energy savings. Ecos also submitted a 3<sup>rd</sup> party proposal for the 2004-2005 CPUC projects that would be a continuation of the existing program, but concentrating only in the ethnic grocery area.